

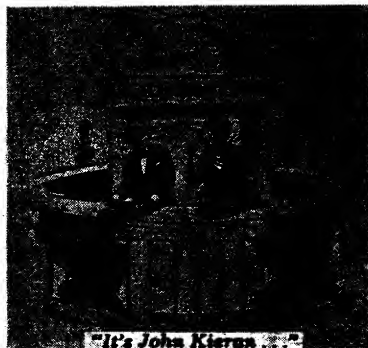
# Parker Pen Shoptalker

Issue No. 11

Printed for Parker Pen Employees only

November, 1946

## "Information, Please"



—Permission Look Magazine

When radio's "Information, Please" returned to the air October 2 it had a new sponsor. We're it. If you haven't been listening to it, shame on you.

I read the book Brewster's Millions when I was a boy, but I never seriously believed it would be tough to spend one million smackers until we went out to buy "Information, Please" and suitable time on the air for it. For background you could read the two recent books, The Hucksters and The Big Noise, both of which playfully portray backstage activities in the broadcasting business. (The books deal with other indoor sports too, but that's immaterial here.)

Behind the curtain of our deal we had long felt that the Ned Calmer Parker newscast should be augmented with a top-flight entertainment program. From time to time various popular variety shows were offered to us. Some of them had high ratings—big audiences. But we invariably turned thumbs down because we could not, with mental comfort, associate our "51" with low-brow vaudeville.

That might sound high-hat to a few people, but as you and I both know, the "51"

## Coming Events: A Buyer's Market

Most any day now the pen business is going to run smack into a strong head wind. That's another name for buyer's market. And it's a good thing, too. Being in a seller's market overly long is bad for the soul. It's like not working for a living. You can get used to coasting and less able to pedal up hill when you have to.

Actually, the seller's market this past five years has been no picnic for any manufacturer who believes in personal longevity. Somehow you can't know about more than \$200 million in writing instruments being sold in 1946 without wondering where you're going to find enough people next year for another couple hundred million. And you can't be sure that while you are looking for those people you won't be lonesome because there are about 106 other pen makers, 41 of which are offering ball point pens. Anyone inclined to toss off lightly the ball point pen should think seriously of what electric shavers have done to

the razor business. The ball pen, as a writing instrument, has graduated from the kindergarten class.

This competition is all for the pen sales dollar. Still more formidable will be the production of 10,000 factories turning out radios, refrigerators, automobiles, clothing and a welter of other things scarce for a long time. A consumer with \$X can only spend it once: If he uses the money for a radio he may have to skip the "51" pen and settle for a Ticonderoga No. 2 pencil.

Competition in the coming buyer's market will have a startlingly different pace and it behooves us right now to ready ourselves for it.

As you would put a wet finger to the wind, we sent out in September our dealer publication, Parkergrams, which has pretty much the same direct approach as Shop-talker. We asked dealers to tell us quite frankly what problems were on their minds. Well, the response contained a few orchids, of course, but what we were after were some well constructed mud balls. And we got them.

Some of our dealers think that we committed sins in the seller's market—just as they think all manufacturers sinned who couldn't supply the amount of merchandise they could sell. Our position is that of the girl who knows in her heart she's nice, but if the neighbors think she's bad, then the burden of proof to the contrary rests on her.

Some dealers said it was sinful to spend millions of advertising dollars building Quink's leadership because in the process

(please turn to page 2 column 1)

is an article of prestige and elegance. It is not slapstick, and corny jokes on the air are not the proper selling medium. So, far from being high-hat we are simply realistic in knowing that we need a certain kind of audience in order to sell a half-ounce of something for \$12.50. That's a lot different from selling half a cubic foot of cornflakes for 15¢.

"Information, Please" is probably the only show on the air that has a high rating and the sophisticated, literate kind of audience we need.

We should all be more than delighted that we have the show. For \$1,200,000 of our money it rounds out what I earnestly believe to be the strongest, best balanced, most effective fountain pen and ink advertising support it is possible to get—with any amount of money.

We must live up to our advertising—this is getting to be my theme song—so whatever your job is, don't let anything slip past which disagrees with our commercials or will bring undue joy into the lives of some 106 competitors roundabouts.

K.P.



—Permission Saturday Evening Post

Information, Please is proud of the celebrities who have appeared as guest experts for a mere \$250. Here in center, are Broadway's Moe's Hart and Beatrice Lillie, flanked by regulars John Kieran and Franklin P. Adams.

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**(Buyer's Market - continued)**

we filled their basements as well as their display cases with stock. A few were under the impression that we would send them just as many pounds of Parker "51" merchandise by the next mail.

Another grievance was that we signed several thousand dealers for pen departments and then were unable to secure delivery of the fixtures on the dates promised.

A third cause of some mental pain was that we broadly advertised the "51" and compelled people into stores where they asked for a product the dealer could not readily deliver.

These attitudes are now bumps in the road we'll all travel between here and the buyer's market. The burden of smoothing them off to everybody's satisfaction is ours and it should be to the advantage of everyone who works here to grab a personal share of that responsibility. I don't want to make a pep talk—but we should all bear in mind that on our sales success depends the company's ability to maintain high wage levels and continuous employment.

One clue to the eventual happy outcome of these problems is the fact that no retailer is in business for charity. If he can sell an ADVERTISED item with ease he is unlikely to work hard selling an unknown item. You can put it down in your book that we will, first and foremost, exert strong advertising force to pump consumer demand still higher in 1947.

At the same time that the advertising is exerting a favorable influence on consumers, our task here in the office and in the field is one of improving our servicing of dealers' needs. You might be interested in



**UP FROM THE ASHES**—Three Parker "51's" were in a desk of our cottage which was completely destroyed by fire. The pen with which I am writing was found slightly discolored under the bricks in the foreground. Another is enclosed for repair. The only parts of the desk left were the metal drawer pulls."

Julian Bobbs, Indianapolis, Indiana



—N.Y. Times Photo

Leon Blum

some specific means shaped to that end.

Parkergrams will be on the job to talk shop with all dealers. A letter-writing clinic will seek to keep Parker correspondents abreast of the production program and merchandising plans so that dealers' specific problems can be individualized and to an extent personalized. And if neither Parkergrams nor a letter is adequate to a particular situation, we are going to telephone the dealer involved and talk it over.

We have long recognized that well-trained clerks are just as important to dealers as dealers are to us. Taking shape now is a program of training provided by us which will assist clerks in making more Parker sales.

We know that what goes on in the back room of a retail store is almost as important as what happens out in front, because the back room is the repair shop. Elsewhere in this issue of Shoptalker you'll read about our School for Repairmen.

Finally, if you, personally, no matter where you work or what your job, can supply additional ideas to improve our dealer relations, let us know.

**Testimonial**

*Gentlemen:*

*Believe you will be interested with the history of the Parker "51" I am writing this letter with.*

*My mother gave a set to my brother. Some months later the pen was missing and about two months after it was missed, the closet in the bathroom stopped up, so—"Drano" and all sorts of drain stuff was used. Finally my sister-in-law used a plunger and during the process—up floats the Parker "51". They had decided the pen was, of course, useless, but I asked if I could have it, and now for the sum of fifty-cents I have a Parker "51".*

*This is a testimonial of good faith and can't of course compare with your pen, which is really a marvel, and a wonder.*

*Mrs. C. B. Huffine, Los Angeles, Calif.*

**Pause For Thought**

Dear Sir,

In the N. Y. Times Book Review Section I came across a photograph of Mr. Leon Blum, former Premier of France. In his right hand he is holding a Parker "51" pen.

Because I thought this would be of interest to you I am enclosing the photograph.

Incidentally, am one of the many thousands who are waiting for the "51" to become available in greater numbers. It seems the only sets available at my local dealers are the \$80.00 sets. These of course, of all your sets, are the most beautiful, but are just beyond my reach financially.

Since I have used both the Parker "51" and some of these new ideas called pens, I feel qualified to say that all of these ball point write-under-water pens now being advertised are just a novelty, a catch as catch can, get rich quick proposition, that is being pushed on an unsuspecting public while it is "hot" commercially; and will pass over and be forgotten just as quickly and easily; while your product, the Parker "51", will stay with the public and will long be remembered, for as a truly superb writing instrument there is only one Parker "51".

I therefore, wish to congratulate you for the product which you are manufacturing.

Sam Horwitz, Brooklyn, New York

The above is a very nice letter, and much appreciated.

You may not agree with me, but I think it is also a dangerous letter. Mr. Horwitz did not mean it that way but here's how I look at it:

The manufacturer who gets too many letters like this (and we get plenty) can very easily be lulled into complacency and into a slumberlike frame of mind where he thinks everything is not only rosy but will continue rosy until the cows come home.

Personally I entertain no such ideas and here's why:

Mr. Horwitz and a lot of other people may think the Parker "51" is the last word in fountain pens, the best thing of its kind that can ever be built. I don't think so at all. Undoubtedly when the 1925 Cadillac was built its makers and a lot of their customers thought the ultimate had been reached.

There will be just as many changes in fountain pens in the next few years as there were in the automobile business a few years following the 1925 Cadillac. We should be the ones to make those changes, not someone else.

Mr. Horwitz, no doubt with full sincerity, takes a crack at ball point pens, classifying them as get-rich-quick novelties. This may not be the case at all. The ball point pen is a totally different way of applying ink tracks on paper and you may be sure that the large amounts of folding money that Mr. Reynolds and others have made will stimulate hundreds of investors and researchers toward perfecting this ball pen.

When achievements are made in this direction it behooves us not to miss the bus.

Thank you, Mr. Horwitz, for your kind letter but . . .

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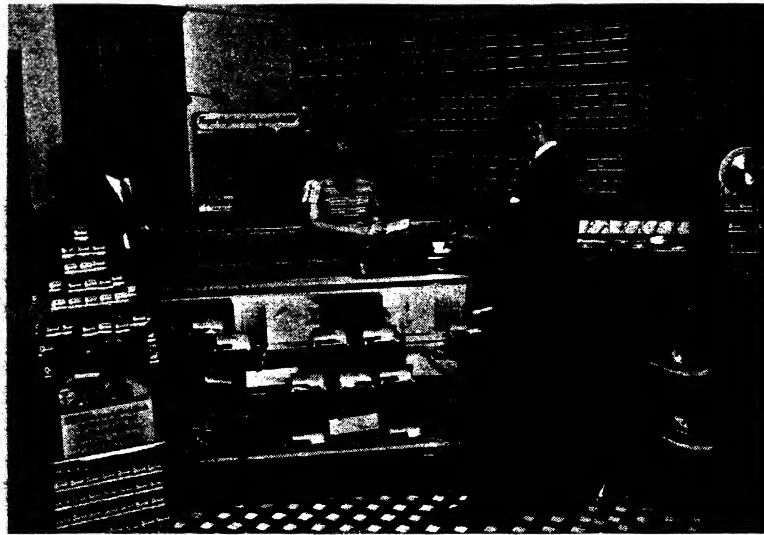
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This display of Parker merchandise is not unlike a salesman's dream. It's real, however, and is housed at LaCasa Castro, in El Salvador. Sr. Luis Castro Lopez and his associates have represented us—and ably so—for the past ten years in this Central American country.

### Ball Point Pens - Our Slant

The first issue of Parkergrams had a story about "Mr. Reynolds of Reynolds" in it. Maybe that inspired 566 Parker dealers to write in and ask us what WE were going to do about ball pens. Here's a short off-the-cuff answer—purposely somewhat ambiguous.

Anybody rash enough to stand up and say that "ball pens are no good and never will be" is overly rash.

By comparison, and possibly due to my own ineptitude, I cannot get an "all day" shave from an electric shaver but I would be rash indeed to say no electric shaver is or ever will be any good. I think I own every brand there is, being an easy touch for anything new in the shaving business, but my 1925 Gillette with the 1946 Blue Blades is still, for my money, tops.

Remington-Rand and others who make electric shavers are big and smart and they know (from Gillette sales figures as one source) there are many millions like me who prefer shaving with blades.

One day Remington-Rand, or someone else, through research and development will very likely bring out a mechanical shaver that will make me put the old Gillette on the top shelf back, permanently.

Parker Pen people, including me, have without any doubt used as many ball-point pens, and used them as long and as objectively as anybody in or out of the business.

We have produced hundreds of models. I consider it rather faint praise to say that we can, or rather could, start producing one right away at least as good as anything on the market.

We have not done so for a reason that is clear to every retailer who has sold them: too many come back home to roost.

Greed and over-anxiety to be "fustest with the mostest" marketwise—without first getting the product perfected productionwise, is sort of a goofy way to run a business.

To be a little more specific as to our plans and intentions, all we can say is that when we have thoroughly engineered and exhaustively tested such a structure, and if a lot of dour and solemn engineers say "go", and if we think it answers a writing purpose, then we may be around to see dealers with one.

They shouldn't hold their breath.

K.P.

### Pen Ownership South of the Border

To get an idea of what goes on in the fountain pen business throughout Latin America, a Spanish language magazine called NORTE polled its readers asking what brand of pen they owned. NORTE's circulation is about 100,000 and is distributed pretty uniformly through Central and South America.

Here's what NORTE readers reported.

Parker .....	50,028
Second Brand .....	8,651
Third Brand .....	8,081
Fourth Brand .....	7,849
Fifth Brand .....	7,300
Sixth Brand .....	1,055
No Make Stated .....	1,920
All Others (Brands totaling less than 1000) .....	6,393
<b>Total</b>	<b>91,277</b>

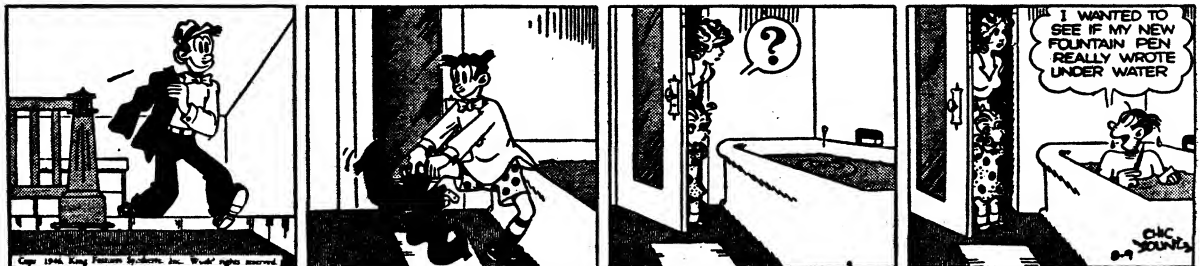
Percentage of NORTE readers owning Fountain Pens .....	86.8%
Fountain Pens per Owning Reader ..	1.05

To make a comparison that's clear to anyone, let's take baseball. The only difference being—in our league there are 106 pen manufacturers; in baseball, of course, eight. Figuring the same as they do in figuring baseball league standings, here's how it looks in the pen-makers' league.

	Games Played - 91,277		
	Won	Lost	Pct.
Parker	50,028	41,249	.548
Second Brand	8,651	82,626	.095
Third Brand	8,081	83,196	.089
Fourth Brand	7,849	83,428	.086
Fifth Brand	7,300	83,977	.080
Sixth Brand	1,055	90,222	.012
No Make Stated	1,920	89,357	.021
All Others	6,393	84,884	.070

The NORTE poll is valuable because it adds to our alertness. Some 91,000 of NORTE's readers now own a fountain pen. That leaves over 10,000 potential new users unaccounted for. Among the 91,000, over 50,000 own a Parker pen, but there remain 41,000 to be cultivated for the next time they decide to buy.

Those are our large opportunities, exceeded only in size by those of our competitors. To them it will undoubtedly occur that NORTE magazine—with its 100,000 pen-minded readers—is a first class place to advertise in an effort to entice currently Parker-minded users.



# Palestine

by C. Edward Boggs

*A word about Ed Boggs. He is a personable young man in our Export Department, whose job involves world-wide travel to probe general market conditions and specific Parker distributing arrangements with an eye to the good health of our export business.*

*His reports read not unlike an evening with the late Richard Haliburton, punctuated by intimate contact with the aftermath of war, historic sites, the marvels of yesteryear and tomorrow's headlines.*

*This first one concerns the Holy Land, a trouble spot in today's news.*

If an energetic chamber of commerce had personally planned it, the approach by air to Palestine from Egypt across the Suez Canal hardly could have been more calculated to impress the traveler favorably.

The Holy Land—holy alike to Christian, Jew and Moslem—runs about 155 miles along the Mediterranean and 60 miles inland toward Trans-Jordan. The eye, wearied by the interminable desert, finds relief in the fertile plain of Sharon from Gaza north to Carmel. I approached Palestine with some apprehension, wondering what manner of people occupied this much-disputed land.

The first Palestinians I met were the efficient, polite staff that runs the large British airport at Lydda. We were driven across the hills to Jerusalem in an American sedan and taken to the King David Hotel. On the way we passed neat farms and extensive orange groves.

In Egypt the smashed windows of English shops were tangible reminders of the recent riots but there were only a few soldier-police to be seen. In Palestine, however, police stopped our car twice and searched for weapons and ammunition. There was a six o'clock curfew on all traffic and barricades were thrown across the road at strategic points. Inside Jerusalem government buildings were surrounded by barbed wire, and machine gun emplacements were at every corner.

New Jerusalem is modern and the citizens in European clothes look bright, alert and busy. There are three official languages, English, Hebrew and Arabic, but English is spoken by the majority.

The Parker Pen Company has been represented in Palestine and Trans-Jordan since 1930 by the firm of Eliahu Brothers, of Tel-Aviv. We have been faced with the same tightening problem in Palestine as every other American and British company—the boycott of Jewish firms by the Arabs and the retaliatory boycott by the Jews. We could retain our Jewish agent and lose the Arab business, appoint an Arab agent and lose the Jewish business, or appoint

two agents, one Arab and one Jewish. This latter course was decided upon. Eliahu Brothers continue to represent us with the Jewish trade and the firm of Gabriel Shukri Deeb, the Arab Federation Company was appointed as Arab agent.

We have enjoyed a competitive advantage in consumer demand, but it extended no further because we have been able to ship little more than they have since the war. Sheaffer is represented by the Palestine Education Society which does little distributing to other retailers. They had been able to obtain import permits and dollars for only \$1,500. The Eversharp Company has been represented by a Jewish itinerant salesman who operates from his car and handles fifteen to twenty other lines of merchandise. He had been unable to secure any import permits. The ball-point pen had not been seen, but there were many people who had seen the advertisements. The Waterman pen has an excellent reputation, but there were none for sale. English pens are available, as the British grant permits for British-made merchandise which can be paid for in pounds sterling. There is a Palestine-made pen called the Katab, of old-fashioned design, which is widely stocked throughout Jewish stores with a price range of \$2.50 to \$15.

A report that the market was flooded with black-market "51" pens turned out to be untrue. Some were taken into the country by allied troops and by visitors who sold them at great profit. The demand for the "51" pen is strong.

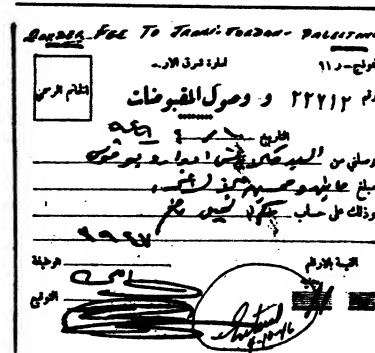
## Stumbling Block

The granting of dollar exchange and permits has been under the control of the British. Licenses for British goods are granted freely, but licenses for American goods, requiring payment in dollars, are extremely difficult to obtain. This has caused many complaints by American manufacturers who have heavy investments to protect.

They accuse the British of blocking out American goods until they themselves were ready to take over the market with British-made goods. They complain that the British are violating the original mandate which prohibited discrimination against any mem-



Mr. Gabriel Shukri Deeb and Mrs. Deeb. Mr. Deeb's firm, the Arab Federation Company, represents us with the Arab trade throughout Palestine and Trans-Jordan.



The receipts attached to expense vouchers generally do not form a pattern of literature that makes you forget to go out to lunch. Once in a while, however, the pattern is interrupted in rather challenging fashion. For example, this receipt on Export's Ed Boggs' voucher from Palestine looks like nervous shorthand.

ber state of the League of Nations. They argue that Palestine earns more dollars than Britain allows them to spend, and also that Britain does not take into account the more than ten million dollars that annually pour in from Americans in the form of outright money gifts.

The British reply that they have needed the dollars elsewhere in order to bolster their economy. The granting of the American loan to Britain will probably result in some relaxing of these restrictions.

Permits for dollar exchange and import licenses have been granted freely in Trans-Jordan, which has puzzled many people but which may be explained easily.

During the critical period of this war when she needed the help of the Arab groups, Britain poured dollars into the country and promised independence. The Arabs did their part, then demanded the pay-off, which partly came in the self-governing Arab state of Trans-Jordan. With a vast



Mr. Joseph Eliahu and Miss Eliahu, members of the firm of Eliahu Brothers, 15 Herzl Street, Tel-Aviv, who represent us with the Jewish trade.

hunger for American luxury goods, the Arab government issued licenses in great quantities.

Amman, capital of Trans-Jordan, reminds one of an early American western boom town. Buildings are sprouting up, and the stores are crammed with goods which find their way across the poorly-guarded border. I found one small merchant with 500 dozen white shirts. Another dealer had received five tons of U.S. lipsticks, probably enough to supply the Trans-Jordan women for a hundred years.

Trans-Jordan, a rallying point for all Arabs, is going to be a better market than in the past. The same is true of Palestine, if there is sufficient easing of internal strife.

The Religious Strife

In reply to "What is the present trouble all about?" you have to go back 4,000 years when a tribe of Semites left their homes in search of better grazing land and gradually joined by other tribes, became known as Hebrews or Jews.

Being turned away from Mesopotamia by Babylonian soldiers, they passed by Palestine and found refuge in Egypt. Later, under Moses, they returned, fought their way into the valleys and built their temples in a city they called Jerusalem or "Home of Peace."

Under David and Solomon they had an empire that extended beyond present day Palestine. After the death of Solomon they quarreled and fell apart, and were carried away into slavery in Babylon. Palestine came under domination of Roman and Byzantine rulers. The Jews never forgot Palestine, however, and have struggled to return and recapture their days of glory.

The Arabs (also Semites) had, in the meantime, been peaceful desert wanderers until they united under Achmed, a camel driver who inspired them also to worship a single God. They embarked on conquests that took Palestine, the Mediterranean area, parts of Spain and finally carried them throughout Europe until they were defeated in France.

They, too, suffered conquest and subjection. In 1517 the Turks took Palestine and with two brief exceptions held it until the first World War. At that time the population was overwhelmingly Arab. In 1845

there were only 12,000 Jews in all of Palestine. Baron Edmond de Rothchild between 1888 and 1900 gave the first real push to resettlement of the Jews and by 1914 there were 80,000. A Viennese playwright, Theodor Herzl, took up the flag of Zionism and became in 1917 the first president of the Zionist World Organization. He turned to Britain for help, and Prime Minister Joseph Chamberlain's offer of land in British East Africa was turned down. "Palestine or nothing" became the battle cry.

During the World War the Arabs turned on the Turks and drove them out. As a reward, they claim the British—in a letter from High Commissioner Sir Henry McMahon to the Sherif of Mecca—promised them Palestine. Also during the war, and particularly when it appeared the Allies were going to be victorious, the Zionists watched developments in Palestine with a keen eye. They had pressured the British to give them Palestine, and in reply the British had published, Nov. 2, 1911, the famous Balfour Declaration favoring the establishment in Palestine of a Jewish National Home.

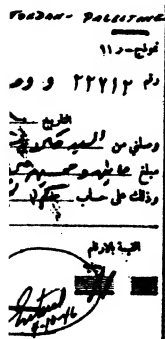
The Arabs were bitterly disappointed. However, in 1919, Emir Feisal for the Arabs, and Dr. Weizmann for the Zionists, promised cooperation with each other. The Arabs gave their promise understanding that they would have Syria, and independence. But France also wanted Syria, and the League of Nations gave them a mandate to rule that country. Once again the Arabs were angered. The League gave Britain a mandate to rule Palestine, and in 1920 the Arabs began in earnest their campaign against foreign rule and Jewish immigration.

During World War II the Arabs again aided the Allies and suspended for the duration hostile actions against Allied troops and the British. The British set up Trans-Jordan as an all-Arab state, but the Arabs maintain that the one million citizens of Palestine were also promised freedom and are demanding self-rule in Palestine, and that further Jewish immigration be held to the Anglo-American Committee Report which called for immediate permits for one hundred thousand Jews from Europe.

The present trials of strength between the British and Jews seem to be partly punctuated by the fact that the Arabs were semi-successful with their trouble-making. The Jews hope that by similar tactics they

can wrest control from the British.

I left with the conviction that the problem cannot be settled easily. The British have much at stake, particularly so since they have had to evacuate Egypt, and had undoubtedly counted on making Palestine one of their strong points in the Mediterranean. The United States, aside from a general interest in peace, has a commercial interest now that some 40% of the oil interests in the Middle East are in American hands. The Russians have not openly taken a hand in the dispute, but would hardly object to a leaning in their direction on the part of the Arab world as a gesture of retaliation toward the western world.



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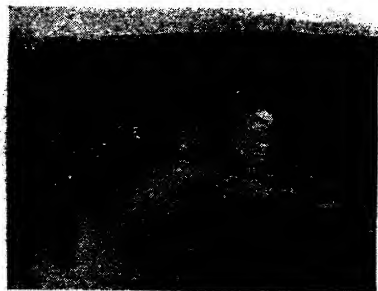
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The River Jordan, separating Palestine and Trans-Jordan.



The Arab Federation Company, Mamilla Valley Road, Jerusalem.



View from hotel room in the King David Hotel, Jerusalem, Palestine, showing the sandbagged "protection points" about the hotel terraces. This section of the hotel was destroyed in the recent bombing by Jewish terrorists. In the background is the YMCA.



The Church of the Nativity, Bethlehem, built over the spot where Christ was born.



The famous "Walling Wall" in the Old City of Jerusalem.



## Parker School for Repairmen

When your watch, your car or radio go on the blink you take them to qualified repair people in the vicinity. Perhaps the very same day you are again enjoying their use, at least you can keep in touch with the progress of repairs.

If a Parker pen fails to perform properly, however, in a large proportion of cases, it is returned to Janesville, New York or San Francisco, which means a deprivation of days or even weeks for its owner. And the owner's contact with the progress of repairs must be by mail.

Several years ago we recognized that something would have to be done to give wings to repair service, because no amount of advertising could salvage a friend whose good-will had been alienated by our actions or lack of them.

The war years were punctuated by nationwide shortages of materials and help which postponed any new approach to the problem. Meanwhile, several hundred thousand jobs were accomplished by the herculean efforts of the people in our Repair Service Department. (If that sounds terrific, it is terrific. But remember over 70,000,000 Parker pens have been made.)

A long range plan is now evolving with the dual objectives of gunning repair ser-

vice and relieving pressure on the Janesville facilities.

Each Sunday, now, some 7 to 10 future or embryo pen repairmen converge on Janesville from towns all over the United States. They are housed at the Monterey Hotel, and Monday morning finds them enrolled hard-at-work in the Parker Pen School for Repairmen. In charge of the school is Clarence P. Beers, formerly repair service manager. An advocate of the adage that practice makes perfect, Clarence has organized the curriculum of the school around a classroom which is itself a typical seven-man repair shop. Instructions are given in the assembly, disassembly, point spacing and flow adjustment, lathe work and engraving of all Parker pens. A trip through the plant gets to the nib of what we mean by "precision-built."

Chin sessions deal with guarantees, repair policies and charges, with an open forum on whatever problems the students anticipate.

After the men are checked out on every gimmick and gozinto of the trade they tour the River Street repair department and are briefed by Manager Bill Borgos.

A repairman must know his ink as well as his pens. The Quink plant is visited, and because he must also be a merchandiser,



On the tour of the factory, trainees see at close range each step in the process of manufacturing a Parker "51". This particular operation is the polishing of a "51" pen nib.



One of the best characteristics of the school is that classes are purposely kept small so that each man can be given individualized instruction.

time is devoted to demonstrations of cross-counter sales technique.

On graduation at the end of the week, each man receives a certificate of achievement which is his business shingle.

The school has been operating since April of 1946 and with extensions in San Francisco and New York boasts some 108 graduates. Classes are kept small so that instruction can be individualized. Because of this, reservations for enrollment have filled the capacity of the school for several months in advance. It is still early for many testimonials from alumni of "Parker College." However, you might be interested in hearing what one man had to say.

"I am surely glad that I had the privilege of coming to Janesville, as I have really learned how to repair pens here this week. I am going back after my stay at Parker with the confidence that I can repair not only all models of Parker pens but every make of every pen that any manufacturer has made or is making.

You don't know me at all, and you may think I am throwing out my chest bragging but I want you to know and "know for keeps" that I appreciate the pen repair training and the kind of people I have done business with. It is quite a contrast to the handling and instruction that I received elsewhere. Furthermore, I have been closely associated with six other men here who were attending this training school and every one of them feels the same way that I do about the whole thing.

When I get back I am going to do my very best to make the (company) headquarters for the Parker "51". I wish you would have your salesman see me when I get back because I am going to tell Mr. \_\_\_\_\_ just what I have told you and I want to be sure that both he and your salesman give me all the support that they can."

After these men return to their home

towns to open up their shops, we lend them every possible assistance in getting started. Our salesman, who incidentally is the key link in the selection of men to attend the school, maintains close touch with them to provide personalized counsel. Newspaper advertising announcing the availability of the service, suitable counter cards and mailing pieces, are provided. Repair parts in ample supply are made available.

This program is still in its infancy, but we view it as a Crossing of the Rubicon which will in time to come more than justify itself in the satisfaction of pen owners who can obtain personalized, speedy repair service which bears the Parker seal of approval. Our pioneering of this project is another Parker first.

### What To Do For Bites

I learned a lot of wonderful things from my father: he had some pretty good answers all along the line.

One little incident comes back to me every time someone tries to pull my leg for a free pen. That's fairly often. I strolled into my father's office one day years ago just while some visitor was putting the bite on him for a free pen, saying, "Mr. Parker, I once had the gift of an X pen from Mr. X himself, president of the company."

G.S.P.'s answer was, "You know, it takes a lot of brains to SELL fountain pens. But almost any damn fool can give them away."

### Booster

Gentlemen:

By reason of an experience that I've had and because your ink played a major and prominent part in it and especially so since it had a happy ending is the reason for this letter.

I've always used a good or rather an expensive fountain pen and I've always had trouble with it. Quite often my pen would leak and I would discover that the rubber had rotted. The ink flow was never too good and so several months ago I took my pen over to a repair shop near my office.

He cleaned my pen, put a new rubber tube in it, filled it with ink, made a nominal charge and said

"Mr. your pen is alright don't junk it (I told him I wanted to buy a new one) you just haven't been using the right ink. Take my advice and always use Parker Quink."

Gentlemen to me ink was always ink and I'd fill my pen with any make of ink, but for the last several months it's been only Parker Quink, and I don't think I'll ever change.

Jack Saltzman, Philadelphia, Penn.

### Any Volunteers

The average distance that a Parker pen will write on one filling is one-half mile. Thus, if you took all the pens we have produced, filled them with ink and dragged them consecutively behind you, you could write a continuous line around the world 1465.75 times.

### Topic For Today

Perhaps apropos of the meat shortage, J. Walter Thompson billed us for a copyright on the PARKER PEN "CHOPTALKER"

### Compliment

We have a TL for the girls at the entrance desk in the Janesville office:

While in Janesville the morning of Tuesday, August 20, I dropped in at your offices with my Parker "51" pen and pencil which had developed some difficulties just as our cars do now and then, and asked the very pleasant young lady at the desk if you would give them a very thorough overhauling for me as soon as possible.

She told me the normal time was three weeks, at which I threw up my hands and explained that I couldn't do without them for that long. She finally told me that she would get them into the mail to me that very Friday afternoon so that I would have them Monday morning—in less than a week.

The point of this letter is to tell you that she did exactly that, and I had them back so well reconitioned that they looked like new on Monday morning in Detroit.

Sincerely yours,  
Elliott Taylor

Ass't General Sales Manager  
Packard Motor Car Company  
Detroit 32, Michigan

### Introducing: A Few New Faces At Parkerville



Blair F. Little, Janesville Division Wholesale Supervisor, bears his name by a considerable amount of well apportioned heft. Maybe that's a good thing for the heavy-duty experience he's had as national representative for Northern Paper Mills and, during the war, as investigator of Defense Plant Corporation interests. Mr. Little has been commuting of late to Chicago where he and Mrs. Little reside at 6240 South Kedzie.



A. B. Southworth, Sales and Advertising Production Manager, is perhaps the most beleaguered—and most affable—man in the merchandising division. He is like a doctor. Everybody who goes to him has a problem, and it's usually a headache. Mr. Southworth acquired his patience and experience as a partner in the printing firm, Munroe and Southworth, Chicago. Mr. and Mrs. Southworth, with their daughter, Jane, reside at 126 Jefferson Avenue.



Robert White, Sales Manager Chain Stores Div. is the most-shot-at man in the sales department. Independent dealers aim at him because he deals with syndicates. The chains pepper him with requests for merchandise. Mr. White's coat-of-mail was hardened as president of Hi-V Corporation, Sales Pro. Dir. of Bauer & Black, and Div. Sales Mgr. of Cardinal Laboratories. Mr. and Mrs. White, and two-year-old daughter, make their home in Douglaston, L.I.



George A. Eddy, Assistant to the Sales Manager, after four years and 1500 flying hours in the Navy feels equally at home either in an aerial dog-fight, or the current pen-makers' fracas. Before the war Mr. Eddy gathered momentum at Evanston High School, Williams College, Northwestern University and the Advertising Department of the Coca-Cola Company. Currently he is trouble-shooting on Pen Departments. Mr. and Mrs. Eddy reside at 724 Milton Ave.



Characteristics of the re purposely kept can be given indi-

Illustrations of cross-

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urn to their home

**Industrial Palm-Reading**

At the annual meeting of the Fountain Pen and Mechanical Pencil Manufacturers Association, re-elected President A. H. Berwald made these estimates:  
 Pen & Ink Industry Vol. '45 \$107,000,000  
 Pen & Ink Industry Vol. '46 Up 10-20%  
 Pens Produced - 1941 50,000,000  
 Pen Production by 1949 75,000,000  
 Pencils Produced - 1941 60,000,000  
 Pencil Production by 1949 100,000,000  
 Parker member of the Association's Executive Committee is Mr. Ivan D. Tefft.

The Parker Pen Co.  
 Toronto, Ont.  
 Gentlemen:

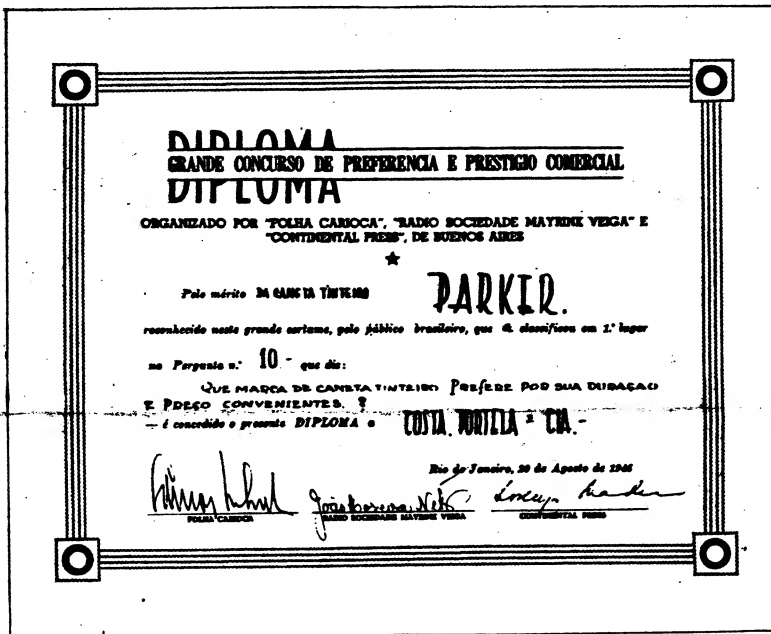
Early last December I had the misfortune to lose my treasured "Parker Dnofold" pen. Tonight I found it. It lay out in the yard. Three cords of wood had been tossed over the fence upon it; the thermometer had been down to 40° below zero and up to 100° above; snow had covered it deeply, had melted and frozen and melted again; rains had drenched it; earth and sawdust encrusted it.

But I rinsed it off under the faucet, filled it up, and am using it to write and say "Thank you for a wonderful pen".

R. B. Horsefield  
 Rector, St. James' Church  
 Flin Flon, Manitoba

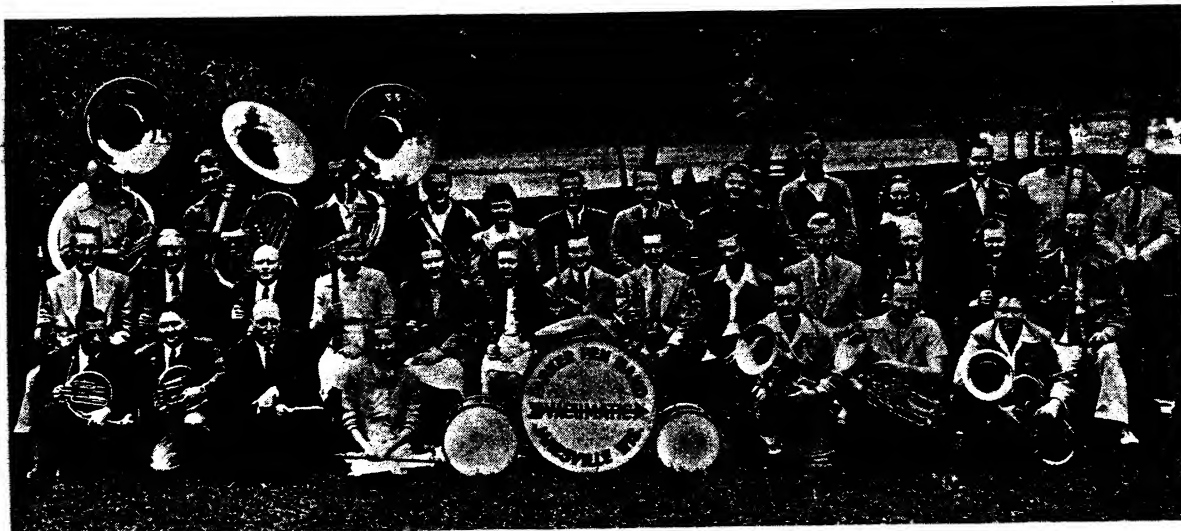
We thought that 58 years in the pen business was a long sentence until a letter arrived from S. Blanchard of Dagenham, Essex, England. Mr. Blanchard has a copper engraving reading "Fountain Pens" he claims dates from 1763, roughly 180 years.

**Award In Brazil**



In Rio de Janeiro, Brazil, the newspaper Folha Carioca conducted a poll—with prizes so that everybody would participate—to determine public preference for products and services ranging from airlines to toothpaste. Among fountain pens the final results gave Parker 22,188 votes, Eversharp 1,017, Waterman 730, and Birome (ball pen) 615. The diploma above was awarded to Costa, Portela & Cia, our distributors.

This happened in July. There might be no connection, but during August there was a wave of store burglaries in town. At the shop of Otica Lutz Ferrando the robbers broke the front window and fished out the hard-to-find Parker "51's", but didn't touch other makes—including two Eversharp Command Performance sets.



Here are thirty-three Parker exceptions to the rule that you shouldn't blow your own horn. Since July, the group has presented a series of concerts in Upper Court House Park and contributed to the (somewhat watery) success of the Athletic Association picnic. Plans for the future include a marching band, a girls' band and the

acquisition of smart new uniforms.

Bob Daley, A. Clarence Foster, and Sam Helgesen who dates back to the original Parker Pen Band organized in 1920, are president, secretary-treasurer and business manager respectively. Al Heon wields the baton.